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**PATENT APPLICATION**  
**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Docket No:28049/36074



**CONTINUING APPLICATION TRANSMITTAL UNDER 37 CFR 1.53(b)**

**Box Patent Application**  
**Assistant Commissioner for Patents**  
**Washington, D.C. 20231**

Sir:

This is a request under 37 CFR 1.53 for filing a

- ☒ continuation application.  
☐ divisional application.

**1. Particulars of Prior Application**

Application Serial No: 08/707,279  
Filed on: September 3, 1996  
Title: CONTENT DISPLAY MONITOR  
Art Unit: 2764  
Examiner: C. Nguyen  
Prior Docket No.: BLU-001

**CERTIFICATION UNDER 37 CFR 1.10**

I hereby certify that this Continuing Application Transmittal Under 37 CFR 1.53(b) and the documents referred to as enclosed therewith are being deposited with the United States Postal Service on **January 25, 2000**, in an envelope addressed to the Assistant Commissioner for Patents, Washington, D.C. 20231 utilizing the "Express Mail Post Office to Addressee" service of the United States Postal Service under Mailing Label No. EL 402772269US.

Richard Zimmermann

2. This request is filed by:

1. Full Name of Inventor	Family Name Blumenau	First Given Name Trevor	Second Given Name
Residence & Citizenship	City San Francisco	State or Foreign Country California	Country of Citizenship U.S.A.
Post Office Address	Post Office Address 1800 Pacific Avenue, #505	City San Francisco	State & Zip Code/Country California (94109)
2. Full Name of Inventor	Family Name	First Given Name	Second Given Name
Residence & Citizenship	City	State or Foreign Country	Country of Citizenship
Post Office Address	Post Office Address	City	State & Zip Code/Country
3. Full Name of Inventor	Family Name	First Given Name	Second Given Name
Residence & Citizenship	City	State or Foreign Country	Country of Citizenship
Post Office Address	Post Office Address	City	State & Zip Code/Country

- ☐ This application is being filed by less than all the inventors named in the prior application. An accompanying statement requests deletion of the name(s) of the person(s) who are not inventors of the invention being claimed in this application.

3. **Amendments**

- ☒ Amend the specification by inserting before the first line the sentence:

a) --This is a **Continuation** of U.S. application Serial No. 08/707,279, filed September 3, 1996.--

- ☒ Cancel claims 1-65 in the prior application before calculating the filing fee.
- ☒ A Preliminary Amendment is enclosed.
- ☒ The filing fee is based upon entry of the foregoing amendment(s) (if any).

4. **Copy of Prior Application**

The enclosed is a copy of the prior complete application, including the specification (with claims), drawings, and any amendments referred to in the oath or declaration filed to complete the prior application.

5. **Priority**

- ☐ Priority of application No. \_\_\_\_\_, filed on \_\_\_\_\_ in \_\_\_\_\_ is claimed under 35 USC 119.
- ☐ The certified copy(ies) was(were) filed in prior U.S. application Serial No. \_\_\_\_\_.
- ☐ The certified copy(ies) has(have) not been filed.

6. **Assignment**

- ☒ The prior application is assigned of record to nuWeb (fictitious business name of Pacific Web, Inc.) and has been recorded at Reel No. 8165, Frame No. 0685.
- ☒ An Assignment was filed on January 6, 2000 from Pacific Web, Inc. to Nielsen Media Research, Inc. and Internet Profiles Corporation. We will supply reel and frame numbers when received.

7. **Small Entity Status**

- ☐ Verified statement(s) claiming small entity status is(are) attached.
- ☐ Small entity status has been established in the prior application and is still proper and desired.

8. Fee Calculation

CLAIMS AS FILED - INCLUDING PRELIMINARY AMENDMENT (IF ANY)						
			SMALL ENTITY		OTHER THAN A SMALL ENTITY	
	NO. FILED	NO. EXTRA	RATE	FEE	RATE	FEE
BASIC FEE				\$345.00		\$690.00
TOTAL	35 -20	= 15	X 9 =	\$	X 18 =	\$270.00
INDEP.	3 - 3	= 0	X 39 =	\$	X 78 =	\$ 0
<input type="checkbox"/> First Presentation of Multiple Dependent Claim			+ 130 =	\$	+ 260 =	\$
Filing Fee:				\$	OR	\$960.00

9. Method of Payment of Fees

- ☒ Attached is a check in the amount of: \$960.00
- ☐ Charge Deposit Account No. 13-2855 in the amount of: \$ \_\_\_\_\_  
A copy of this Transmittal is enclosed.

10. Deposit Account and Refund Authorization

The Commissioner is hereby authorized to charge any deficiency in the amount enclosed or any additional fees which may be required during the pendency of this application under 37 CFR 1.16 or 37 CFR 1.17 to Deposit Account No. 13-2855. A copy of this Transmittal is enclosed.

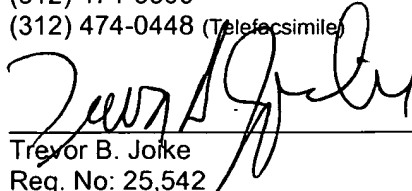
Please refund any overpayment to Marshall, O'Toole, Gerstein, Murray & Borun at the address below.

Please direct all future communications to Trevor B. Joice, at the address below.

Respectfully submitted,

MARSHALL, O'TOOLE, GERSTEIN,  
MURRAY & BORUN  
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By:

  
Trevor B. Joice  
Reg. No: 25,542

January 25, 2000